

**Subject:** Re: 1330 W. Pico - General Plan Amendment Initiation Request  
**From:** Gerald Gubatan <gerald.gubatan@lacity.org>  
**Date:** 5/24/18, 10:13 AM  
**To:** Joel Miller <jmiller@psomas.com>  
**CC:** Lali DeAztlan <Lali@deaztlangroup.com>, "david@sandstoneproperties.com" <david@sandstoneproperties.com>, "Fernando J. Guerra" <FG@deaztlangroup.com>, Paul Garry <paul.garry@psomas.com>, "Alfred Fraijo Jr." <afraijo@sheppardmullin.com>, Kira Teshima <KTeshima@sheppardmullin.com>

What is the equivalent FAR? Is city planning offering 6:1 FAR? What FAR is needed?

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On Thu, May 24, 2018 at 10:12 AM, Joel Miller <[jmiller@psomas.com](mailto:jmiller@psomas.com)> wrote:  
Yes Gerald. We need the regional commercial land use designation.

Regards, Joel

Sent from my iPhone

On May 24, 2018, at 8:10 PM, Gerald Gubatan <[gerald.gubatan@lacity.org](mailto:gerald.gubatan@lacity.org)> wrote:

Thanks Lali and team -

I recall seeing a "massing" diagram which showed both the Convention Center / Sports and Entertainment District side as well as the [1330 W. Pico Blvd.](#) side, not necessarily detailed architectural renderings.

The question from city planning's perspective will be, what is the justification for increasing FAR, density, intensity and uses? We would argue there is a link to the economic and land-use activity centering around the Convention Center / Sports and Entertainment District. Technically [1330 W. Pico Blvd.](#) is located within a different Community Plan Area as compared to

the Convention Center, on the border of two separate planning areas. From an economic development perspective, our office supports attracting private investment with economic and community benefits. Also PLUM Committee recently approved a series of General Plan Amendments (I sent the link) to facilitate hotel uses around the Convention Center; don't know what the FAR is. I am assuming 1330 W. Pico Blvd. needs the land use designation "Regional Commercial"?

We'll be in listening mode and hear out city planning staff and I'll update you afterwards.

Gerald

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On Thu, May 24, 2018 at 9:22 AM, Lali DeAztlan <[Lali@deaztlangroup.com](mailto:Lali@deaztlangroup.com)> wrote:

Good Morning, Gerald,

Here are some of the latest renderings. More to come....

<image002.png>

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**From:** Frank Cauthen <[frank.cauthen@hok.com](mailto:frank.cauthen@hok.com)>  
**Sent:** Thursday, May 24, 2018 9:19 AM  
**To:** Lali DeAztlan <[Lali@deaztlangroup.com](mailto:Lali@deaztlangroup.com)>  
**Cc:** [david@sandstoneproperties.com](mailto:david@sandstoneproperties.com); Ernest Cirangle <[ernest.cirangle@hok.com](mailto:ernest.cirangle@hok.com)>; Michael Levendusky <[michael.levendusky@hok.com](mailto:michael.levendusky@hok.com)>  
**Subject:** RE: 1330 W. Pico - General Plan Amendment Initiation Request

Hand painted attached here.

**FRANK CAUTHEN**

**HOK**

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**From:** Frank Cauthen  
**Sent:** Thursday, May 24, 2018 9:17 AM  
**To:** Lali DeAztlan <[Lali@deaztlangroup.com](mailto:Lali@deaztlangroup.com)>  
**Cc:** [david@sandstoneproperties.com](mailto:david@sandstoneproperties.com); Ernest Cirangle <[ernest.cirangle@hok.com](mailto:ernest.cirangle@hok.com)>; Michael Levendusky <[michael.levendusky@hok.com](mailto:michael.levendusky@hok.com)>  
**Subject:** RE: [1330 W. Pico](#) - General Plan Amendment Initiation Request

David & Lali -

I'll send the renderings in 3 emails. This one includes the latest raw draft renderings. I'd like to stress that these are "in progress".

The second email will include more atmospheric "hand painted" versions & the third email will contain the old single tower renderings in case that's what Gerald was referring to.

Please confirm that you receive them. Thanks!

Frank

**FRANK CAUTHEN**

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